

# Farmer's Advocate

## and Home Journal

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### EDITORIAL

Now that most of the wheat is up let us get busy and worry about the harvest hands.

Emerson's philosophy of compensation applies here: Horses are scarce, but judging by the advertisements there are automobiles enough for every member of the family.

The market for pure bred stock is strengthening; the "skids" are now being utilized for "props." Even that sale at Regina was better than it would have been a year ago.

The representatives of the Manitoba and Saskatchewan Grain Growers' Associations at last got together and went about their deliberations as though determined to make up for lost time.

That Alberta Farmers' Association should be a success; it wants all who are able, to withhold their produce from the market when prices are low. There is no doubt but that the public will demonstrate its approval of the idea every chance it gets, that's one of the first principles of trade.

### The Lumbermen's Harvest.

The inconsistencies of the lumber dealers are inexcusable. Not more than two years ago the coast mill men were clamoring for protection because the market was not large enough to consume their product and some of the American surplus. The reason for the higher prices of Canadian sawn lumber was also attributed to this meagre market. The position of the coast mills looked precarious by reason of the difference between the capacity of the mills and the market demand. But a change has taken place since the advent of this year of grace. Lumber has gradually been increased in price to the consumer, but the cause given is not that the demand is so limited, but rather because it is so large. Strange that mills with such an enormous capacity as those at the coast should be affected by the increase or decrease in demand of a few million feet. Or is it a juggling of economic facts to influence our tariff commissioners? We trust the commission will make a note of the lumber trade during the past year.

### After the Stock Show.

Prospects for Alberta stockmen were never better. A good winter, freshening pastures and the absence of the mange plague have been followed by a spring sale that is the record marker up to the present time. There is only one un-failing motto that should be framed in gold and hung in the farm house and ranchman's home throughout the land; that QUALITY, QUALITY COUNTS! "Crimson General", at less than two years brings \$365.00. Poorer stuff a year older could be bought for less than one third of that sum. Wherein lies the difference? QUALITY is the only answer. Careful breeding, feeding and management made the one animal worth three times the other. It pays.

Five Hereford bulls in the hands of one breeder brought an average of \$199.00 each under the auctioneer's hammer. Was it pure fortune? No, it was because they were the stamp the buyer wanted and that is why he was willing to pay the price. The best that can be had are the animals that make the pockets of both seller and buyer wax fat. A bright future is ahead of the Alberta stockmen. Build high

your ideals; hold up your heads for better things; hew to the line; good things are in store for you.

### The Estimates in Alberta.

The agricultural estimates for the coming year in the province of Alberta amount to \$315,050.00. To the casual observer this seems a vast sum but when simmered down to actual figures it looks like the proverbial thirty cents. From the total sum we must deduct \$250,000.00 which is simply advance payments to the creamery patrons and every cent of which will be returned. Then \$10,000.00 is loaned in sums not exceeding \$1,500.00 to each creamery; this sum is secured by a charge on butter and will all be returned to the government. Protection of game—a very necessary thing but really of no great advantage to the ordinary farmer—cuts off another \$2,000.00. Then the Western Canada Immigration Association gets \$2,500.00, a grant we do not criticise, but which really does very little for the advancement of agriculture. When we have deducted these sums there is left only a trifle over \$50,000.00, or to be exact \$50,550.00 for the work of the Provincial Department of Agriculture and to advance the interests of a great agricultural province. When we realize that this is about seventy five per cent. of what the province of Ontario spends on its agricultural college alone we have some idea of the progress we are making, or rather of the progress this province has yet to make before it is doing what should be done to help the farmer in his work. Here are a few items where greater generosity would have been money well spent: For the cattle, horse, sheep and swine breeders' associations and for the establishment of fruit experimental stations. The total sum granted to the four associations and for the establishment of the fruit stations is only \$1,250.00. The work cannot be done efficiently for that sum. By special enactment the sugar beet industry is to be supported in generous fashion. Surely the other industries deserve as much. A dollar saved is a dollar lost when that dollar would help to build up the live stock industry of the province. More money is needed for the agricultural work and the government should see to it that work so important is not slighted.

### A Reign of Cheerfulness.

An American magazine proposes to usher in a reign of cheerfulness. We hail its coming with joy. We have heard so often of the wrongs of Wall Street, of the senility of the Senate, and the graft of the grafters that it is little wonder we awake in the morning with jaundice in our eyes and pocket-books in hand.

It is true we have had some fierce exposures, but we need not on that account go round all day with sack cloth on our backs and ashes in our pockets, the pessimism dripping from our countenances and the green grass dying where we tread. Laugh sometimes. Let your face hold the reflected happiness of the joy of living as the sky holds the rose tints after the sun has gone. The world hasn't gone wrong in a day. It won't turn right side up in a week. The very severity of the attacks that have been made upon financial leaders has in a measure been broken by its own force. The strength of an opponent is sometimes reinforced by the epithets hurled against him. The people weary of this old story and in time will come a reaction, and consequently inertia and stagnation.

Then why not cheer up. We can right these wrongs far better with a smile upon our faces. There are homes to be built and in the West a nation is in the making. Take Wordsworth's advice:

"From the quiet home and first beginning  
Out to the undiscovered ends  
There's nothing worth the wear of winning  
But laughter and good friends."

And remember as a nation we are not moral bankrupts. There is enough of honest virtue in the Canadian people to throttle every bubbling wave of corruption no matter what its source or apparent strength.

### Advertising.

The past few years have witnessed a wonderful development in the science of advertising. Only a decade ago the idea of national publicity was scarcely conceived; to-day every progressive town has its Board of Trade, Publicity Commissioner or some other organization making a special duty of bringing to the knowledge of the outside world the good points of particular localities.

In certain cities of the United States clubs have been formed with the object of bringing the population to a certain limit. By means of newspaper advertising, by securing the location of manufacturing industries and by using every means that is possible to accomplish the end, the goal is being readily reached.

Every progressive railway has a special department devoted to the development of the district through which it passes, and the government of New Zealand has lately started an advertising propaganda in order to draw to its shores some of the drifting population of the United States. All these things point in one direction: It pays to advertise.

Our western provinces have to-day untold opportunities that simply await the touch of the magic hand of capital to wake the country to a newer life. There is only one way to bring it about. If your district possesses something worth while sound the news abroad. There is truth in the fact that your display of energy will in itself bring results. If a man with money to invest is looking for a location he will, if he knows his business, choose a town that advertises, because he knows there is energy there and ability back of the energy. Much depends on the start in a new town. There is nothing that succeeds like success and nothing draws success like publicity. And what applies to the town, applies just as well to the farmer. It is not alone the actual traceable results but the fact that you have let the outside world know that you are in the business that counts for your future success.

Advertising, then is the key note of progress, the button that when touched starts the machinery of the people's thoughts running along the right direction and keeps the wheels of progress in motion. Are you doing your share to advertise your business, your district, your country? It rests with you to put your shoulder to the wheel, to touch the button, to help to roll the business world along. Are you doing it? If not, why not?

### Some Fallacies.

Judging from the tone of several recent farmer's meetings the great text for every speaker is: Tax the absentee landowner. When a speaker desires to emphasize a point, when he wants to become eloquent he thunders from the top mast of his oratory, "tax the absentee landowner." In fact it is becoming such a standard that many measures are suggested, simply as a text on which to hang this slogan of the chronic kicker.

Yes, tax the landowner. This cry is in many respects a sane one, but it is questionable if such taxation should be levied for some of the purposes proposed for it. Many want a special hail insurance tax. Some want a tax to be devoted to the destruction of gophers, while a few, a very few, want taxation devoted to the purpose for which it is intended, namely, schools, roads, bridges, etc. There is always this sound objection to a general compulsory scheme of hail insurance. Large areas of the country are adapted for ranching and many districts consider themselves comparatively immune from destructive hail storms. The experiment of government